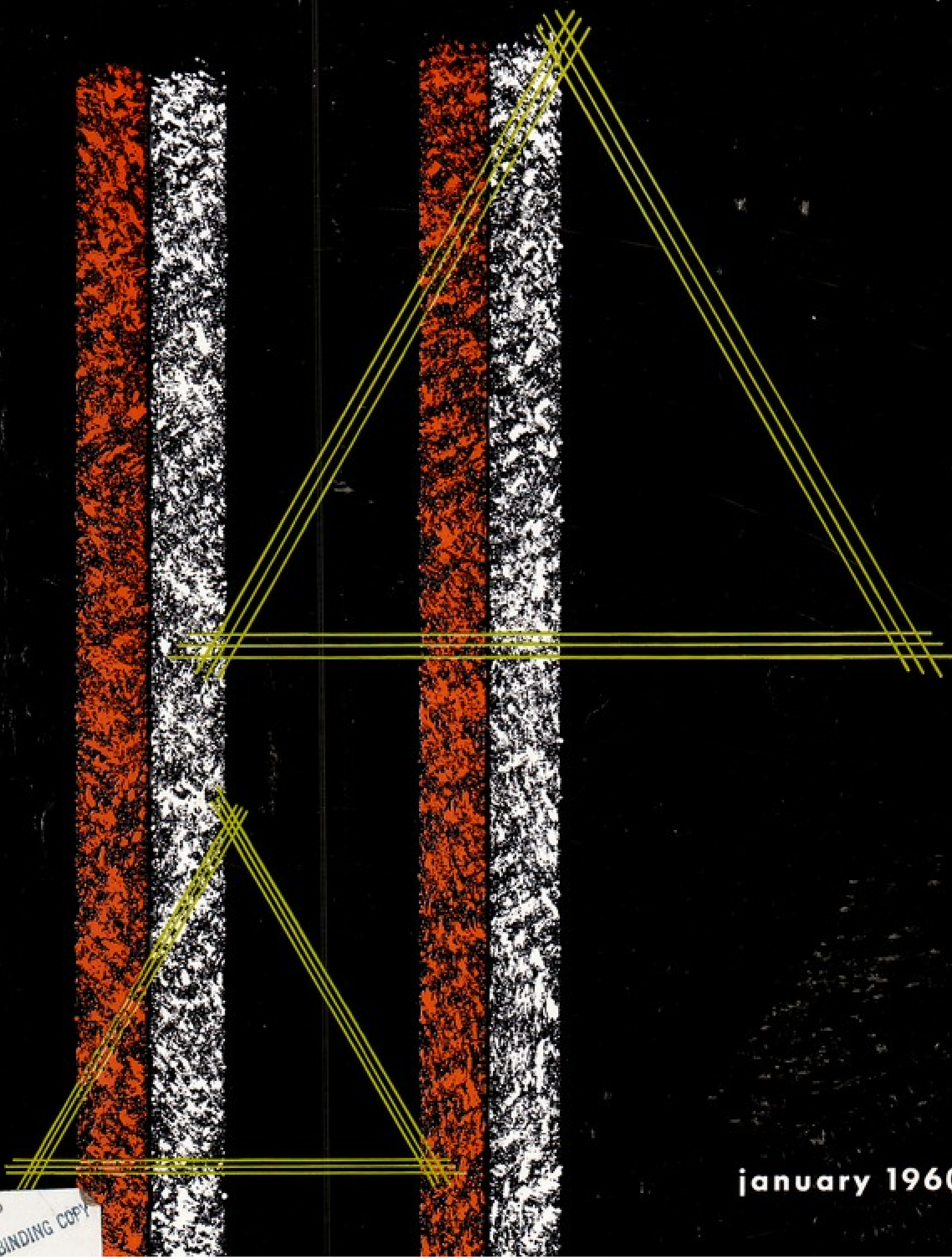
the florida architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTION OF ARCHITECTS



january 1960

Calling From The Campus...

U/F Alumni - Everywhere!

● Your University needs $90,000. That sum is required to provide funds on a matching basis so students at your University can take advantage of the National Defense Loan Fund established by the U. S. Government. For each dollar from the University the NDLF will allocate nine to provide a revolving fund of almost a million dollars to help struggling students complete their education.

● The U/F student body has pledged its help to raise some $20,000 of the sum needed. Students are looking to you alumni for the remaining $70,000. A gift from each of you will reach the goal—and every dollar thus donated is tax deductable.

● There is no better season than this to help your University—and there's no better reason for helping your University than to make sure that some fine, up-and-coming youngster gets the loan he needs in time to help him over the rough financial spots on the road to a college degree. And who knows—maybe the boy your dollars aid today will be serving your business later with the skill and knowledge you helped make it possible to acquire.

● Remember your own college days. If you had a rocky financial path to walk—give so others may find the going easier. And if things went smooth and fine for you—give so that others can avoid some of the frustrations and heartbreaks you didn't know existed.

WHY THIS MESSAGE:

Because the University of Florida is a State-operated and financed institution, it cannot budget nor borrow funds needed to provide the one-to-nine matching sum necessary to assure an allocation from the National Defense Loan Fund. Thus donations must be relied upon to raise the $90,000 needed to establish a basis for the total revolving fund required for student aid during the next four years. Hence this appeal for alumni help.

MAKE A NEW YEAR'S PLEDGE

Write a check today to:
University of Florida Endowment Corp.

And send it promptly to:
University Alumni Association; P. O. Box 3535
University Station, Gainesville, Fla.

WELCOME THIS OPPORTUNITY TO HELP

The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

COVER

Last fall first year students at the College of Architecture and Fine Arts, U/F, undertook, as one of their sketch problems, the design of a cover for The Florida Archiect. Many of the designs were so good that a number have been selected for use during 1960. This is the first of this new cover series. It was developed by Gene Redding and involves use of reverse-plate typography and two colors in addition to black.

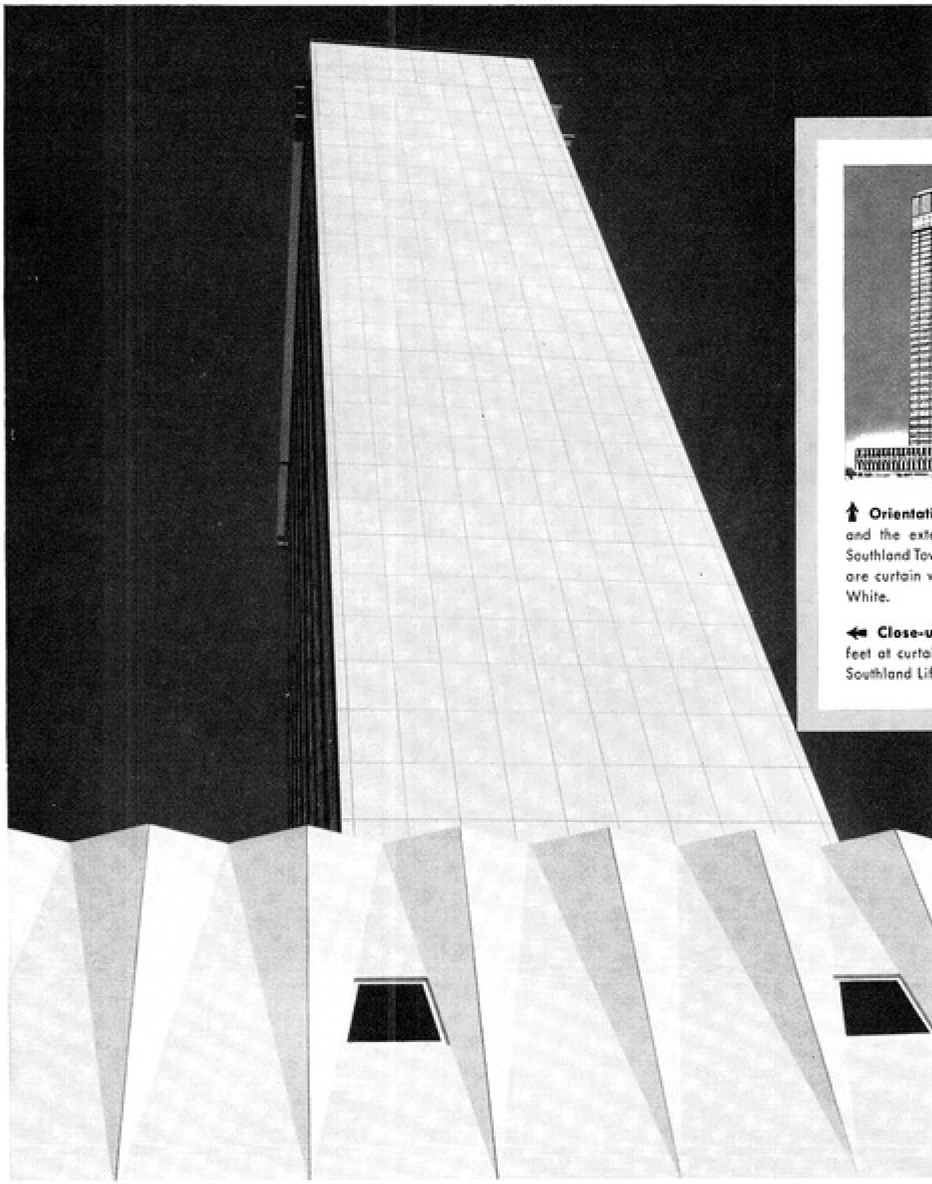
The FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, is owned by the Florida Association of Architects, Inc., a Florida Corporation not for profit, and is published monthly, Suite 414, Dupont Plaza Center, Miami 32, Florida; telephone FR 1-8331. Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of Architects. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use. . . . Advertisements of products, materials and services adaptable for use in Florida are welcomed, but mention of names or use of illustrations, of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of Architects. Advertising material must conform to standards of this publication; and the right is reserved to reject such material because of arrangement, copy or illustrations. . . . Accepted as controlled circulation publication at Miami, Florida.

Printed by McMurray Printers

ROGER W. SHERMAN, AIA
Editor-Publisher

VOLUME 10
NUMBER 1 **1960**

Curtain Walls Made with Trinity White • Southland Center, Dallas





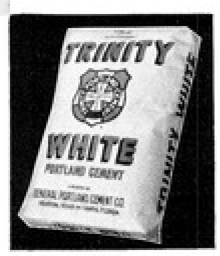
↑ Orientation View. The podium and the exterior ends of both the Southland Tower and Sheraton-Dallas are curtain walls made with Trinity White.

← Close-up. Looking upward 550 feet at curtain wall on the 42-story Southland Life building.

Owners: Southland Life Insurance Co., Dallas
Architects & Engineers: Welton Becket, FAIA, & Associates, Los Angeles and Dallas
Curtain Walls: Manufactured by Wailes Precast Concrete Corp., Los Angeles and Dallas

A Product of
GENERAL PORTLAND CEMENT CO.
Chicago • Chattanooga • Dallas • Fort Worth • Houston
Fredonia (Kan.) • Jackson (Mich.)
Tampa • Miami • Los Angeles

The advantages of concrete curtain walls are well established. To these advantages Trinity White Portland Cement makes an added contribution—the beauty of purest white and truer colors.



Trinity White
PORTLAND CEMENT

Letters

As the U/F Moves Ahead

EDITOR, FA:

I have just seen the December issue of *The Florida Architect* and want to express to you and the members of your organization my deep appreciation for the page given to the "Dollar for Scholars" drive at the University of Florida. We feel that it was most generous of you to provide this public notice for your association, and we are most grateful for this and other support that you have given the University of Florida in the past.

The fine response of individuals and groups like yours is a source of great encouragement as the Unviersity moves ahead in its program.

J. WAYNE REITZ, *President*
University of Florida

Note: Read—and respond to—the same message on the inside front cover of this issue.

Re Needs in Gainesville . . .

EDITOR, FA:

Just wanted to drop you this short note to offer you sincerest congratulations for your fine article that appears in the December issue of *The Florida Architect*. I sincerely trust that this open letter to Florida's next Governor will in large measure have a lot to do with getting things in motion for their needs at Gainesville.

I want to say thanks too for sending me the material on the FAA Convention together with a list of those in attendance there. Your thoughtfulness is most appreciated.

GEORGE W. JONES, JR.
Florida Solite Corporation

House Problem Again . . .

EDITOR, FA:

Though a visitor to Florida for many years. I have just recently become a permanent resident. I am now living in an apartment, but wish shortly to move into a home of my own. Toward that end I have been investigating the housing situation in and around Dade County—and even farther into the midstate east coast, and the central area around Sebring and Lake Placid.

I find that it is almost impossible to consider anything but what is popularly called a "project" house for the money that I can afford to pay. This is in the neighborhood of $18,000 to $20,000. Architects to whom I have talked take no apparent interest in houses of this price class. And the project builders offer nothing but standardized models—which may satisfy the needs and tastes of average buyers, but do not sufficiently meet the desires of my wife and myself.

What can be done about this situation? Does not the architectural profession have any interest in the possibility of improving the design and livability of the small house? Are speculative or development builders so callous that they will entertain no other ideas than those which have been "standard" throughout the country for the past thirty years? Is it not possible for an individual like myself to obtain a custom-designed small house without having to pay premiums for both the architectural design and the construction of it?

It seems to me that this is a problem which the architects of Florida should be most interested in solving. I do not believe I am too great an exception to the rule. I am sure that many house-hunters are like me — looking for something which is geared to a special set of requirements and tastes, but unable to pay for the extra services which apparently are necessary to obtain them.

Couldn't your architectural association develop some sort of a small house service organization to provide adequate professional aid to persons like myself?

HORACE B. ANDREWS

Note: You outline a problem of the architectural profession for which there is, at present, no overall answer. Many fine architects are interested in doing small houses on an individual basis and have produced outstanding results. Others have been working with development, or merchant, builders; and this latter activity is increasing in scope throughout the state. But it must be admitted that so far the FAA has not developed any organized program to make competent architectural services available on an overall basis for people who, like yourself, have a high standard of taste linked to a modest pocketbook.

NWMA Door Guarantee Revised for '60

All doors produced by members of the National Woodwork Manufacturers Association, Inc. are guaranteed by the manufacturer for one year from date of shipment by the manufacturer to be of good material and workmanship, free from defects which render them unserviceable or unfit for the use for which they were manufactured. Natural variations in the color or texture of the woor are not to be considered as defects.

Doors must be accorded reasonable treatment by the purchaser. Doors muest be stored or hung in dry buildings and never in damp, moist or freshly plastered areas. Doors must not be subjected to abnormal heat, dryness or humidity. The utility or structural strength of the door must not be impaired in the fitting of the door, the application of hardware, or cutting and altering the door for lights, louvres, panels and any other special details. When solid core and hollow core flush doors are cut for lights or louvers, the portion between the cut out area and the edge of the door shall not be less than 5 inches wide at any point; and the cut out area shall not exceed 40% of the area of the face of the door; and in addition the cut out area of a hollow core door shall not exceed half the height of the door and shall be suitably prepared. *Immediately after fitting, the entire door including top and bottom edges must receive two coats of paint, varnish or sealer* to prevent undue absorption of moisture. The manufacturer will not assume responsibility for doors which become defective because of failue to follow these recommendations or for hazards of shipment or storage after the doors leave the control of the manufacturer.

Doors must be inspected upon arrivel for visible defects and all claims or complaints based thereon must be filed immediately and before the doors are hung and before the first coat of painter's finish is applied.

The manufacturer agrees to repair or replace in the white, unfitted, and without charge, any door found to be defective within the meaning of this guarantee.

Doors must not be repaired or replaced without first obtaining the consent of the manufacturer.

A warp or twist of not to exceed ¼ inch shall not be considered a defect.

INTERPRETATION OF WARP OR TWIST

"A warp or twist of not to exceed ¼ inch shall not be considered a defect." This refers to any distortion in the door itself and not its relationship to the frame or jamb in which it is hung. Therefore, a warp or twist exceeding ¼ inch shall be considered a defect only:

1. When warp is determined by applying a straight edge to the concave face of the door, or
2. When twist is determined by placing the face of the door against a true plane subject. A simple device to determine and measure "twist" may be made by placing two cross-members on a post, one about orr height and the other slightly above the floor. The cross-members must be perfectly straight, and true and plumbed into perfect alignment.

The guarantee against warp or twist does not apply to the following:

a. 1¾" or thicker doors that are wider than 3'6" or higher than 8'0".

b. 1⅛" and 1⅜" thick doors that are wider than 3'0" or higher than 7'0".

c. Doors with face veneers of different species.

d. Doors that are improperly hung or do not swing freely.

IMPORTANT NOTE:

The NWMA Standard Door Guarantee applies only to Ponderosa Pine and Hardwood Veneered Doors manufactured by members of the National Woodwork Manufacturers Association. It has, however, become accepted as a minimum standard by the construction industry . . . Door guarantees of some manufacturers substantially exceed the NWMA Standard Guarantee. For example, that covering IPIK Solid Core DOORS exceeds this Standard as to both time and size limitations . . . The Guarantee on IPIK DOORS extends for a two-year period and covers all sizes up to four by ten feet in a one and three-quarters inch thickness, but otherwise embodies all the contigent provisions of the NWMA Standard Door Guarantee printed here . . . This NWMA document was revised in October, 1958, and is reproduced here as convenient and ready reference for architects and specification writers.

Tile Contractors' Design Award . . .

The Tile Contractors' Association of America will hold its convention in Jacksonville May 8 through 13, 1960, and has scheduled May 11 as "Architects' Day." As part of a special afternoon program an award of $1,000 and a suitable plaque will be presented to an architect whose tile design has been judged best.

Competition for this prize winning design is open to all members and associates of the FAA and their employees. Entries must be sent to: *Tile Contractors' Association of America, Design Competition, 764 May Street, Jacksonville 4*; and all must be postmarked not later than midnight, April 15, 1960. Submissions will be screened by a jury of three Jacksonville architects for final judgment by a jury of two architects and Kenneth D. Earle, president of the TCAA.

Designs maybe either proposed or installed, but must be for installation by a tile contractor. A tile design for application by precast stone fabricators, for example, would not be acceptable. Otherwise the winning design will be selected on the basis of the most imaginative and practical use of all types of ceramic or glass tile.

Entries must be submitted on one or more illustration boards, 18 by 24 inches. Each should include: an explanatory plan at suitable scale; section and details sufficient to explain application and installation; suitably scaled elevations; a rendered presentation or photograph; and specification descriptive of materials, sizes, colors, etc., and method of installation.

(Continued on Page 31)

Regional Committee Chairmen 1960

AIA/AGC
John Stetson, P. O. Box 2174, Palm Beach, Florida.

AIA PRODUCERS COUNCIL
Verner Johnson, 250 N. E. 18th Street, Miami, Florida.

AWARDS AND SCHOLARSHIPS
Wahl J. Snyder, Jr., FAIA, 1177 N. E. 79th Street, Miami, Florida.

BUILDING CODES
William F. Bigoney, Jr., 2520 East Las Olas Boulevard, Fort Lauderdale, Florida.

CHAPTER AFFAIRS
Taylor Hardwick, 764 May Street, Jacksonville, Florida.

DISASTER CONTROL
Ernest T. Bowen, II, 2910 Grand Central Avenue, Tampa.

EDUCATION
Arthur Lee Campbell, Room 208, Security Bldg., 1105 W. University Avenue, Gainesville, Fla.

FEES AND CONTRACTS
Irvin Korach, 1630 Lenox Avenue, Miami Beach, Florida.

HOSPITALS AND HEALTH
Walter Schultz, Box 4817, Jacksonville 1, Florida.

INDEX TO ARCHITECTURAL INFORMATION
James T. Lendrum, Department of Architecture, University of Florida, Gainesville, Florida.

INTERNATIONAL RELATIONS
Edwin T. Reeder, 1114 Dupont Plaza Center, Miami, Florida.

OFFICE PRACTICE
Robert H. Levison, 425 South Garden Avenue, Clearwater, Fla.

PRESERVATION HISTORIC BUILDINGS
Belford W. Shoumate, 222 Plaza Circle, Palm Beach, Florida.

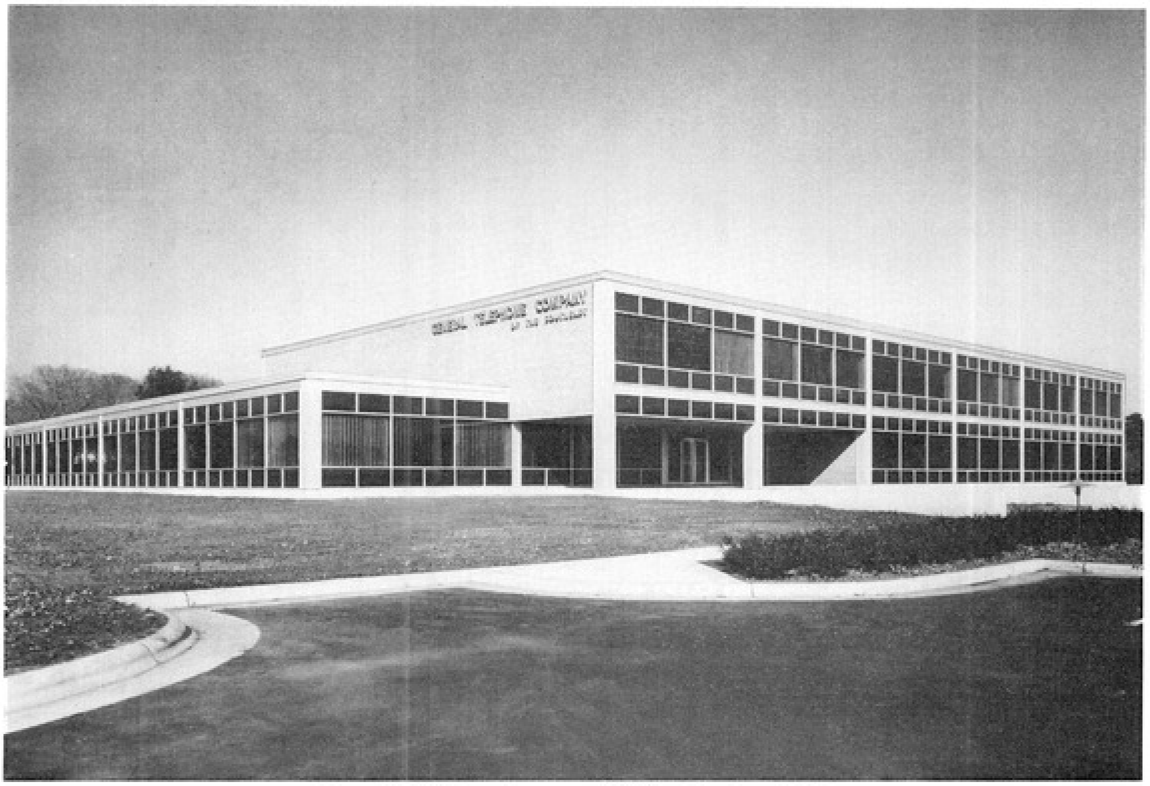
THE PROFESSION
H. Samuel Kruse, 811 Chamber of Commerce Bldg., Miami, Fla.

PROFESSIONAL INSURANCE
Joseph M. Shifalo, Suite 8, Professional Center, Winter Park.

PUBLIC RELATIONS
Edward G. Grafton, 2575 South Bayshore Drive, Miami.

RESEARCH
Turpin C. Bannister, FAIA, 229 S. W. 42nd Street, Gainesville.

SCHOOLS AND EDUCATIONAL FACILITIES
C. Ellis Duncan, P. O. Box 695, Vero Beach, Florida.


GENERAL TELEPHONE COMPANY



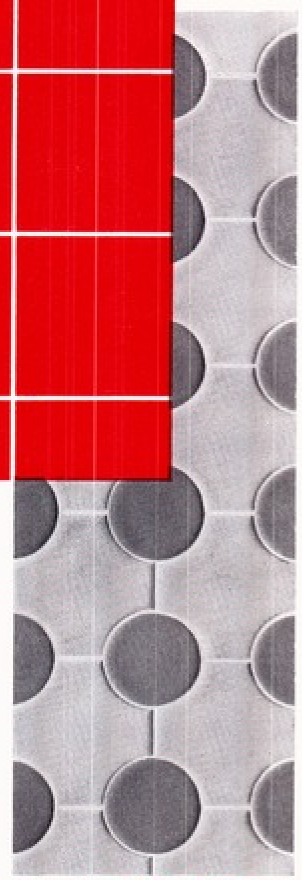
a New "Dimension" in

TILE

Leading architects and contractors choose Tiffany Tile for several reasons. For instance, Tiffany gives **greater coverage,** for each tile is 5 to 7% larger than ordinary tile. This means fewer cuts, and in many cases eliminates cutting completely! Tiffany's deeper cushions give a 3-dimensional effect . . . permit faster and easier grouting. Each tile is **absolutely square,** prevents any possibility of wedging. An exclusive Tiffany hand grading and shading method assures perfect uniformity and quality control of **every** piece of tile! No wonder that Tiffany is known as . . .

"America's finest ceramic tile!"

Architect
McLane & Ranon
Tampa, Florida



MECCA

newest tile design
in 2,000 years
Ask about it!

See your distributor,
or write for FREE, colorful literature to:

tiffany

TILE CORPORATION
500 North West Shore Drive, Port Tampa, Florida

Study of The Theory of Architecture . . .

By WALTER RAYMOND
Professor of Architecture,
U/F College of Architecture and Fine Arts

On December 4 an all-day Seminar was conducted by the Faculty of the U/F College of Architecture and Fine Arts. To it had been invited all FAA officers and directors and all presidents of all Florida AIA Chapters. Attendance of FAA members was disappointingly small. Only fifteen heard various faculty members present the instructional policies and programs of the College. But those attending were impressed with the basic approach to the educational problem, with the sound analysis offered as a background to curricula, with the competence and dedication of College personnel and with the evidence of high-quality results which are being obtained . . . . . . This article is one of several presentations made by faculty members. Others will follow. . . .

The study of architecture requires the systematic organization and the orderly presentation of the facts and principles which define the nature of architecture. The theory of architecture is the discipline which provides for this organization and presentation. As an all-encompassing study, the theory of architecture should serve as an integrating medium through which all aspects of architecture may be brought together at any level of the student's development. Since all architectural activity implies the use of theory—as the systematic organization of facts and principles—without it we are prey to the latest dogma, the current cliche, and are unable to distinguish between fad and true architecture. This is truly chaos and confusion.

We test, therefore, the student's understanding of theory at each level of design. Frequently, theory has been presented as an informal accompaniment of design. But this must be considered as too casual in approach, for the subject as a whole then becomes dependent upon the limited opportunity presented by individual design problems. There must be a more carefully devised presentation of architectural theory rather than to permit this to take place informally as an accompaniment to design criticism. Our approach has been, therefore, to provide areas of instruction in theory running parallel with the development of the student in design. The first course in theory logically deals with the elements of architectural design.

At a time when the student is faced with a need for finding architectural expression of simple problems, the course is directed to extending an understanding of the character of different kinds of space—abstract and concrete—and the various means of defining space with geometrical elements. He is made aware of how the definition of space will vary with regard to the individual or groups; with the desire to attain a certain scale or proportion; with use and need; with furnishings and equipment; and finally, with individual or group psychological reactions.

He is then introduced to the manner in which these elements are brought together into a physical composition which will not only provide an esthetic expression of form, but will also place some emphasis on the special character required for the building as demanded by its purpose and use. Though these basic considerations have primary application to the building element, they are necessarily extended in scope to include, not only the immediate surrounding areas, but this scope is gradually broadened to reach the utmost limits of its potential implication.

With this background the student is equipped to undertake a study of building types so that he can bring to bear a better understanding on the variety of problems he is called upon to face in architectural design. As always, we try to introduce a new study and approach into an area in which the student has his own greatest personal experience. So the introduction of building types begins with residential buildings. Starting with the single family house, the scope is increased to include row housing, garden apartments, city apartment houses, finally including hotels, dormitories, and institutional homes.

The basic approach to all these types is first through an understanding of time and place—the urgency to appreciate the needs generated by the conditions of present time and of specific location. The type-study is then discussed in order to bring into focus the manner by which particular physical, psychological, cultural and social needs develop individual programs and condition the design approach. With this background established, we can enter into fruitful discussion of the particulars: site relationships, room relationships, group relationships, the effect of climate, the influence of materials, the structural and constructional considerations.

Progressing from the individual homes to group housing and others, additional influences are noted which bear on the program, such as land utilization, transportation and traffic, the relationship of the housing unit to the immediate surrounding area and to the community as a whole. We wish him to become aware that housing is not merely an isolated speculative venture, but an integral part of community life with a specific function to perform and a specific relationship to maintain.

Having undertaken a survey of residential building from the simplest housing unit to the complex structures indicated, we feel the student is ready to examine the full range of building types which will familiarize him with the wide variety of architectural effort. In this course, the third of the series, the specific building types which come under discussion are buildings for commerce and industry; religious buildings; buildings for health, for transportation, for

(Continued on Page 10)

Theory of Architecture . . .

(Continued from Page 9)

recreation; governmental buildings; and, monumental buildings.

In these discusions, a wide range of general principles and factors are brought to his attention. Examination is made of planning elements in the analysis of building requirements, whether for single buildings or large scale group planning of buildings by a study of the functional, the structural, the esthetic, and the integrated approach; by a study of materials and their effect on architectural design; of structural systems and their effect on design of one story and multi-story buildings; of building types in relation to land use problems and locations. Finally, realizing the increasing importance to the student in his development of his ability for self-criticism, critical evaluation of the examples under consideration form an important element in this area of study.

Having set before the student the elements of architectural design and posed the problems of the various building types, it is important now to place before him the problem of esthetics in a systematic manner. He must become acquainted with the principles of beauty, style, and taste. The constantly changing ideas of beauty are first discussed on a chronological basis in order to show the gradual development leading up to modern concepts, emphasizing those based on universally accepted principles obtained by intellectual processes. Attention is then directed to the change affected by modern sensualism which depends upon psychological reactions, but which poses the difficulty of presenting these reactions within an orderly statement of principles. In discussing style we try to show how it is created when the individual imparts a unique quality of architectural expresion to a building, and how this individual style can become an historic style when the similarities of individuals can be grouped together to exhibit this unique quality in a recognizable fashion.

Finally attention is centered on taste as an interpretation of beauty according to the intellectual and cultural criteria of the time. And emphasis is placed on developing an understanding of the difference between taste and fashion. Whereas taste is a valid interpretation, fashion represents a deteriorating influence on architectural development — with its constant repetition of imitated forms without constructive thought—which eventually must seek to revitalize itself by the addition of something novel and which finally results in forms of decoration without purpose, in increased license and in inevitable reaction.

The courses in the theory of architecture to this point have dealt with the elements and principles of function, of structure, and of esthetics. We are interested, however, in one other phase of theory, which is to acquaint the student with his heritage of architectural thought—that history of ideas which rest on the philosophical conception of the nature of architecture. So with the mature student, in the final course in theory, we survey the literature of architectural theory.

We consider this literature to be that body of material which has been preserved to us through the ages of our Western civilization and which forms our heritage of the continuing contemplative thought concerned with creative efforts in the arts and architecture. Our examination starts with the Hellenic age, for ideas not recorded are lost forever; and it was the Greeks who first created and perfected the art of literature. This examination is carried out in chronological fashion to the time of Le Corbusier and the Bauhaus. These writings can be examined with the calm reflection granted to us by the passage of time. The contemporary scene is too chaotic, the writings too polemic, if not wholly propagandistic, to provide food for truly contemplative thought. We believe that the examination provided will furnish to the student a competent base from which he can pose the questions which must be posed before he can arrive at fundamental truths.

These courses in the theory of architecture are of particular importance to us, because in theory, in the history of architecture, and in the study of community planning, we have the greatest opportunity to provide for the cultural development of the student, so vitally important to him, so that he may assume his proper place in our professional confraternity.

For apartment houses, motels, hotels,
office buildings and commercial users

WARNING

Read what **Fortune** *magazine says (Sept. 1959):*



"The producers (of natural gas) have acted as though there is no limit on what they can charge. Gas prices have never shown a disposition to go anywhere but up."

Fortune *points out that users "who can't readily switch from oil to gas and back to oil again, must foot the bill for higher gas prices."*

HEAT WITH OIL! *Low-cost fuel solution*

Let's set the record straight. In spite of the barrage of high-pressure *natural gas* propaganda, the facts stand out clearly: *OIL is by far the biggest bargain for commercial hot water and heat.* Every heating engineer knows this!

Oil delivers 66% more BTUs than natural gas *per dollar.* Users of 250 gallons per month actually save $293 a year—that's 40% of their heating budget.

Oil has served with uninterrupted dependability for many years. So why take the risk of a fuel that's "home based" at the far end of thousands of miles of pipeline? What would happen in case of a pipeline emergency or low pressure in cold weather?

Remember, natural gas is a *one-source* monopoly. It's price can go only one way—UP! Fuel oil can be bought from any number of local dealers . . . the free, competitive system at work.

Stick to modern Oil Heat! Recommend it to your clients . . . they'll be glad you did!

BETTER FUEL COUNCIL of DADE COUNTY



LITTLE BILL says . . .
"Electricity-plus-Oil can't be beat,
for lowest cost and maximum heat!"

For manufacturers . . .
Buildorama offers a highly effective medium for building products display to architects, builders, decorators and the general public of two continents!

AS A SERVICE TO ARCHITECTS



Buildorama offers under one roof a "Living Library" of the newest in basic building materials, decorative items and specialized devices . . . presented in actual use, with detailed spec sheets available to you!

For further information, visit or call our new "Products Information Center"
FRanklin 7-1461

BE SURE TO VISIT BUILDORAMA

Three floors of the most modern building products, displayed by the nation's leading manufacturers!

Open 7 days a week • Free Admission

Architects International Bureau of Building Products
West Wing, Dupont Plaza Center
"where Biscayne Boulevard meets Biscayne Bay"
Miami 32, Florida

The FAA Presidents Look to 1960...

Success in The Sixties

By JOHN STETSON, AIA
President
Florida Association of Architects

The Florida Association of Architects enters a new decade dedicated to public service, service to the profession and service to the Institute. These, noteworthy as prerequisites to fellowship in the American Institute of Architects, should be a guide to the individual member and to the Association as a whole. Public service, while representing service to others, actually is bread cast upon the waters—returning itself tenfold. Let us look at 1960 through these three service portals in respect to the activities to be assumed by you as a working member and the Association as a working organization.

Public Service

As members, your active participation on municipal boards, worthy charity drives, committees for civic improvements, youth and old age organizations, professional guidance clinics working with schools and adult groups, and active church affiliation can tremendously raise your standing in the esteem of the community and add to the reputation of the profession. Additionally, the personal satisfaction gained through such service is most worthy of consideration.

The Association during 1960 should seek ways and means of cooperating with other organizations, schools and political subdivisions in programs aimed at the artistic improvement of the individual, community and state as a whole. We must realize and be conscious of the general lack of appreciation of the arts too often found in the average community. Finding and setting a cultural goal for our State could make Florida unique in the future as an area of refinement in a growing chaotic morass of artistic depreciation.

Service to the Profession

Our greatest service to the profession is in raising our personal standards to the highest possible peak. Sometimes it seems we suffer from a mountainous inferiority complex which, though self-inflicted, threatens to destroy the very thing we hold most dear in our business world. In almost every land but ours the architect is the number one professional

(Continued on Page 19)

1960 Officers of FAA's Ten Chapters

BROWARD COUNTY:

President	William F. Bigoney, Jr.
Vice President	Robert E. Hansen
Secretary	Victor A. Larson
Treasurer	James M. Hartley

DAYTONA BEACH:

President	David A. Leete
Vice President	Edwin M. Snead
Secretary	Ralph F. Spicer
Treasurer	Ernest H. Notz

FLORIDA CENTRAL:

President	A. Wynn Howell
Vice President	Mark G. Hampton
Secretary	Herbert L. Walker
Treasurer	Jack S. McCandless

FLORIDA NORTH:

President	James T. Lendrum
Vice President	Myrl J. Hanes
Secretary	Thomas Larrick
Treasurer	Gordon S. Johnson

FLORIDA NORTH CENTRAL:

President	Lawrence B. Evans
Vice President	Prentiss Huddleston
Secretary-Treasurer	Chester Lee Craft

FLORIDA NORTH WEST:

President	Bernard W. Hartman, Jr.
Vice President	Sam M. Marshall
Secretary	Ellis W. Bullock, Jr.
Treasurer	Roy L. Ricks

FLORIDA SOUTH:

President	C. Robert Abele
Vice President	John Grimshaw
Secretary	Ogden K. Houston, Jr.
Treasurer	Howard M. Dunn

JACKSONVILLE:

President	W. Stanly Gordon
Vice President	Ivan H. Smith
Secretary	Albert L. Smith
Treasurer	Cecil B. Burns

MID-FLORIDA:

President	James E. Windham, III
Vice President	Fred G. Owles, Jr.
Secretary	John T. Hart
Treasurer	George A. Tuttle, Jr.

PALM BEACH:

President	Donald R. Edge
Vice President	Harold A. Obst
Secretary	C. Ellis Duncan
Treasurer	Reed B. Fuller

FAA Merit Award -- 1959 Convention

MUNICIPAL BUILDING, St. Petersburg Beach

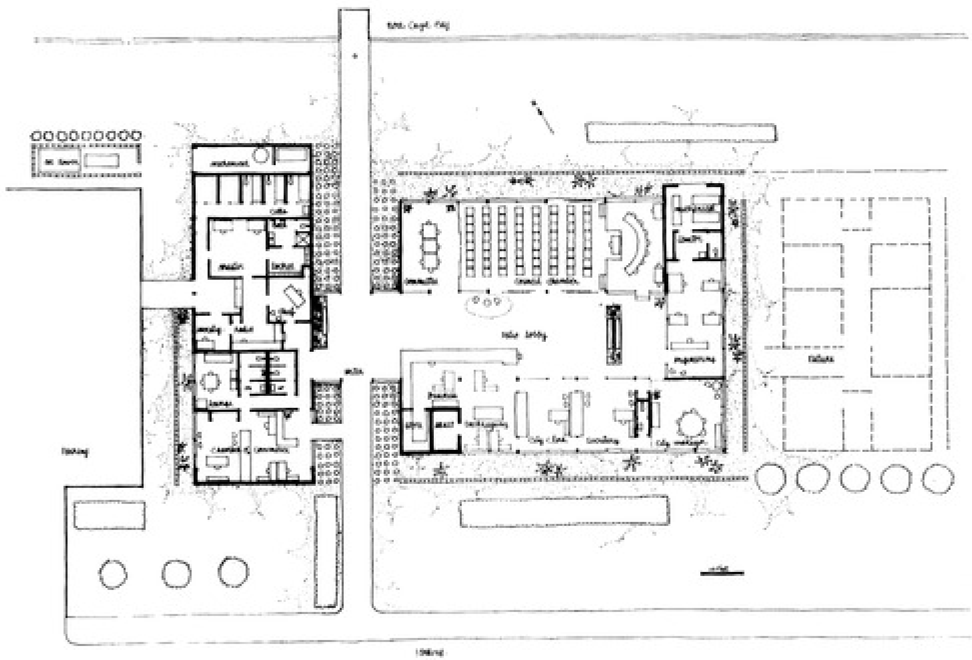
WILLIAM B. HARVARD, AIA,
Architect,

BLANCHARD E. JOLLY, AIA,
Associate,

ALLAN RUDOLPH,
Project Architect

The building was planned to satisfy, efficiently and economically, the need for governmental facilities of a relatively small, but expanding municipality. These include office spaces for municipal administration, a police department, an area for use by the local Chamber of Commerce, and a combined meeting hall and court room.

Solution to the problem embodies two elements, separated by an entrance walkway. The northwest wing is the smaller of the two and houses the police department and Chamber of Commerce. The other includes the meeting room, governmental offices and municipal departments arranged around a common lobby. Provision has been made for expansion of these facilities toward the southeast when necessary.







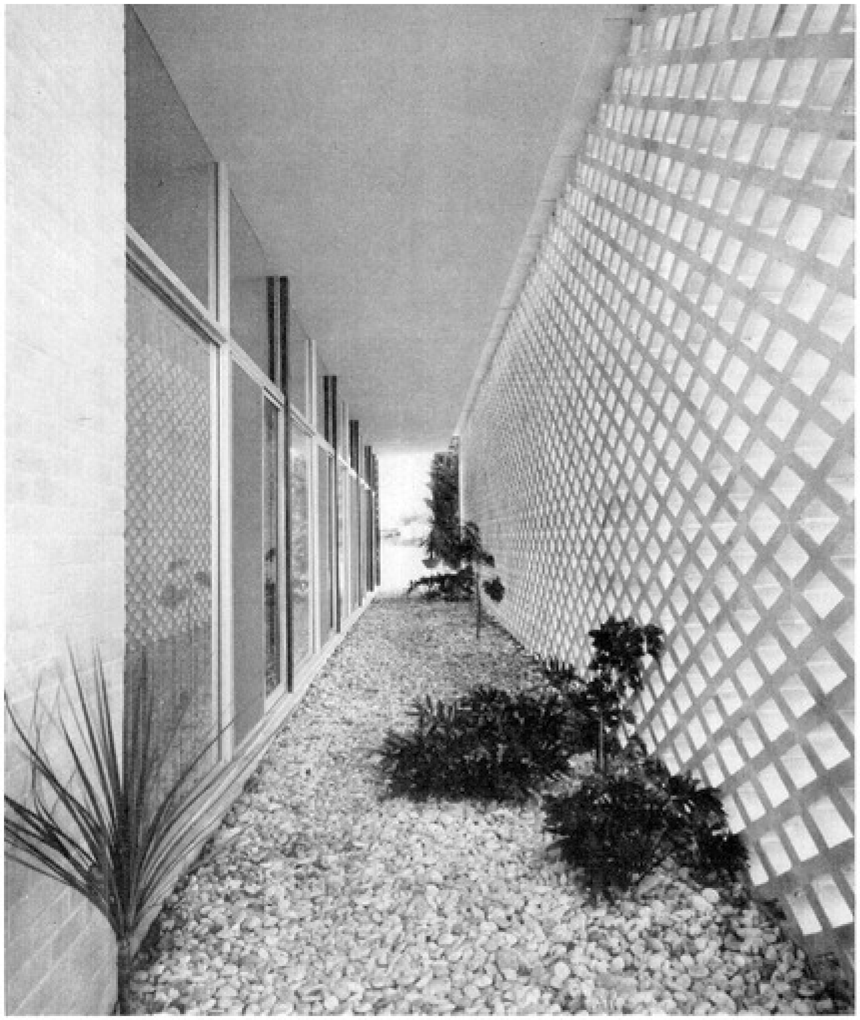
All photos by William G. Amick

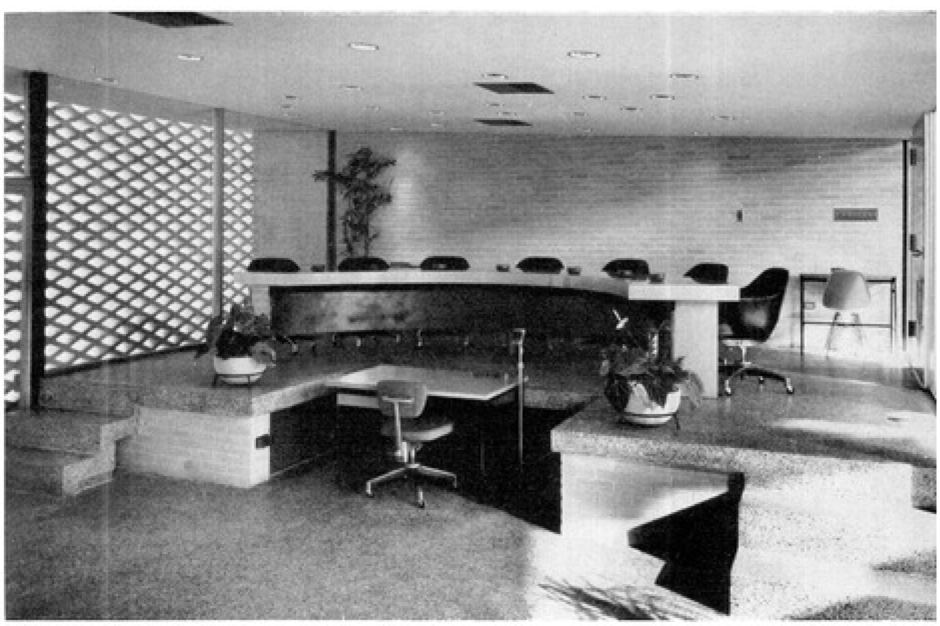


Above, detail of the entrance walk separating the two elements shown in the general view of the building on the opposite page. In the background is Boga Ceiga Bay. The building is set some 25 feet from the bay and faces it toward the northeast. Left, view of administrative areas from the lobby. Offices are ranged on the right, the combined meeting hall and court room on the left.



City manager's office and conference area occupies the southeast corner of the building and is easily accessible to all other administrative and municipal department areas. All exterior glass walls are protected by diamond-shaped lattice of concrete blocks, a detail of which is shown on the opposite page, top. Illustrated also on the opposite page is the dias end of the combination meeting and court room.





Success in The Sixties . . .

(Continued from Page 13)

man. A recent survey conducted in one of our largest cities by a widely circulated national weekly indicated our profession to be considered number one in its responsibility to the public. The man on the street thought this to be true. Why don't you?

Fee cutting, inadequate design and planning, poor working drawings, lack of knowledge of methods and materials hurt you individually, yes; but they also hurt the entire profession and each one of its members. We are cursed with too rapid growth, too few really well organized architectural firms, too many one-man offices, and as yet unstable statewide economy. It is only natural for the newly-registered architect to desire a break-away from a firm where he is employed as a draftsman and seek an immediate opening of his own office. It is natural because it happens to be a local condition. Too often it results in a lower net income to a man than that he would have received had he affiliated himself with a larger firm. This disservice to the profession and to the individual tends to snowball. Hence our lower drafting room salaries, lower fees and too often lower standards of practice than other areas.

Let us encourage the formation of more complete firms, dedicated to the best posible service to our clients —and by so doing render a real service to the profession and the client. We should not forget that our every motion reflects on the esteem with which we are held by the public (our clients).

Service to the Institute

Now that we are a District (or Region if you prefer) of the American Institute of Architects, we owe a duty to this august body. The rules and regulations, plans and programs which have been set for us, all bear a purpose. As no one of the fifty states can stand alone politically, neither can we as a state organization divorce ourselves from our parent organization. The Institute is looking at Florida because of our many achievements in the past. If we are to continue to climb in the estimation of the membership, then our service must not decline in intent or volume, but must increase. We have appointed many of you as District Committee Chairmen, thereby automatically elevating you to National Committee membership. Through you we can best serve the Institute—don't let us down.

Let us start the Sixties determined to make ARCHITECTURE Florida's number one profession. Your Association officers cannot do this alone, but need the help of every one of you as individuals. Become interested in the work of your chapter if you haven't before. As for all of you "old, reliable workhorses," we're counting on you again. We expect great things from ROGER SHERMAN in his new capacity as Editor-Publisher of *The Florida Architect*. When we obtain a new executive director we will expect a great deal from him too. In the meantime, VERNA SHERMAN will be carrying the burden of the office work.

Florida North

By JAMES T. LENDRUM

President



We in the Florida North Chapter of the AIA expect the year 1960 to be a good one. It is very easy to key our year's operation to the FAA program for 1960, as outlined by President John Stetson in the December, 1959 *Florida Architect*. In fact, a number of the twelve objectives outlined by the President seemed directly related to our own Chapter and the activities of its individual members.

The composition of the membership of our Chapter differs greatly from other small chapters. Almost two-thirds of our members are employed by the State of Florida. Five, including two of the state employees, live out of our district. Only nine practicing architects are members of the chapter, five of these are in Gainesville and of these, one teaches part time.

Such a distribution of membership with its resulting specialized interest in some fields, the lack of interest in others and the financial limitations because of salaries could easily bring a feeling of isolation and result in lack of interest in the state or national program. Fortunately, this is not the case this year.

Since many of us are directly related to the University, the three points on the President's program relating to the Department of Architecture are singularly welcome. The desire to continue a close association with the Department of Architecture, to both faculty and students, and the desire to assist in obtaining a new building for the College of Architecture and Fine Arts, are in reality programs helping us directly.

It has been well accepted that an architect's education is divided into three distinct parts. First is the five-year academic program which at Commencement leads to a Bachelors degree. The second portion of an architect's education is the period of candidacy or period of transition. This is the architect-in-training program. We have encouraged this as a Chapter; and we welcome the addition of this project as part of the FAA program for 1960. This architect-in-training program is a vital one during a period in which the theories learned in school are often seen in practice

(Continued on Page 20)

Florida North . . .

(Continued from Page 19)

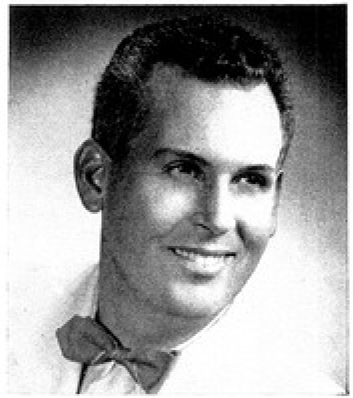
for the first time. Only by sympathetic understanding on the part of the practicing architect can this be made an effective part of the young architect's continuing education.

The third portion of an architect's education begins at the time he becomes a registered architect and should continue throughout his entire active professional life. Here again, we find it very easy to throw our wholehearted support and enthusiasm behind the FAA project for continuing seminars.

With half or more of the total "planks in the platform" of the FAA reflecting actual special projects of our own Chapter, it is simple to predict that the year will find Florida North Chapter taking a stronger and more vigorous part in the state association's activities, and throwing all abilities, enthusiasm and resources at our disposal behind the state program.

Daytona Beach

By DAVID A. LEETE
President



Headlining the activities of the Daytona Beach Chapter for the year 1960 will be the work of the Committee on Urban Renewal and City Planning in suggesting renewal of our downtown areas and further cooperation with the city planning board on our new city plan and zoning ordinance.

We have started and will expand our Architect in Training program and hold seminars at the monthly meetings.

Having a large number of University of Florida graduates in our Chapter, the FAA can rest assured of our interest and cooperation in getting the new building for the University of Florida School of Architecture.

We welcome the July Board meeting and wish to inform all members and guests that there will be plenty of entertainment as well as work while you are with us.

Palm Beach

By DONALD R. EDGE
President



In order to gain that measure of public identification needed by professional organizations to make themselves felt within and without, we hope to promote "AIA" as a symbol both of ability and of duty. Essentially, the accomplishing of this will be the gross aim of our program for the year.

1960 might well be the kickoff year for the Palm Beach Chapter. We have gone through a period of disinterest and through a period of spring training and build-up. This past year Ken Jacobson has put the word "organization" back into the Chapter vocabulary and we hope to continue in that direction.

This year the Public Relations Committee will be charged with the formation of a Chapter speakers' bureau, and with the preparation of an architectural exhibit. Two big jobs these—both of which originated in the past.

Through our architect-founded and mightily expanded Joint Cooperative Committee we'll continue mutual effort with others of similar interest to work toward better communities in our area, and better conditions within the building family. At the same time we'll urge more direct architectural participation on civic boards and committees. We do this mutually by offering such services to the communities and by encouraging architects to accept the additional load.

Except through the medium of this magazine, our membership has been ill informed of the value of the Florida Association in our working lives. An overnight awakening would be an achievement indeed. A more logical aim would be the stimulation of interest in the FAA by relating the statewide approach to local issues. This we will attempt.

Dwindling interest in the Chapter by both our senior members and our junior members is a major problem with us. Loss of attendance is the direct result. We hope that by tackling a stimulating program and even controversial problems that we can rekindle the fire in the one group and build it under the other.

In the end the only way the Chapter, the FAA, the AIA, can accomplish their goals is through contribution of their members' abilities and by repaying this contribution of individual effort with results that are attainable only through group effort. The aiming of this contribution and the showing of its results shall be the avowed goal of this administration.

Jacksonville

By W. STANLY GORDON

President



The Jacksonville Chapter looks forward to a year filled with opportunities to serve both our community and profession. 1959 has been an active and fruitful year. It was necessary that much of our efforts, particularly those of our past President, be directed towards planning of the FAA Convention. The many hours devoted to this task were not without reward. We are more aware of the opportunities, problems, and procedures of our State association. With Roy Pooley serving as Treasurer and as a member of the FAA Executive Committee, we should not experience the "communications" difficulties which have precipitated misunderstanding in recent years. Freed of the responsibility of serving as hosts to the convention, we can now turn our major efforts toward serving our community and profession locally.

The architectural profession does not receive the recognition warranted here in Jacksonville. Service to the community, combined with good public relations, can in time correct this situation. Creating goodwill and respect for our profession must be our primary goal in the next few years. We should assume a position of leadership in securing Metropolitan Planning and a County Building Code. We should support all community cultural projects such as the Festival of the Arts. Whenever our experience and background qualify us, we must speak out on civic issues and make certain that our members serve on all appropriate civic committees. We can publicize our profession and our membership by showing our recently acquired film, "Designing a Better Tomorrow," to all high schools and other interested groups. We should strive to make our exhibit of members' work at the Art Museum the outstanding show of the year.

Our new Executive Committee is pledged to efficient meetings. We are looking for ways to strengthen our standing committees and insure their action. We will expect a planned program of activities for the year from each committee. The quality of our Chapter meetings have improved immeasurably in recent years, but we are not satisfied. We can increase attendance by offering more attractive programs. We have neglected our Associate members and must find ways of bringing them more actively into Chapter affairs. We have tended to forget the advantage of meeting our professional associates on a social basis.

For several years we have worked towards the development of a Schedule of Minimum Recommended Fees. This project is one we should certainly complete within the year. Our Ethical Practices Committee, with the Chapter Vice-President as Chairman, should become one of our most active committees. We have come to realize that selective membership is the most practical way to make AIA standards work. The Executive Committee will continue its practice of interviewing each prospective corporate and associate member. These interviews are appreciated by the prospective members, and they help to insure active participation by new members. As in other areas of the State, we are plagued with illegal practice of architecture. One of our goals shall be to cooperate more fully with the State Board of Architecture in curbing these practices.

The combined efforts of all our members will insure a year of service and growth for our Chapter.

Florida Northwest

By BERNARD W. HARTMAN

President



Here in Northwest Florida, probably the most important job for the Chapter (and for all architects) is that of public relations. Too many of the people in this area are inadequately or inaccurately informed as to the true nature, cost and value of the architectural services. The usual misconceptions concerning architects are entirely too prevalent; generally, our services are thought of as a "luxury" and our professional advice often is placed on a par with (or beneath) that of many persons who are much less well qualified than we. A by-product of such misguided thinking is the popular belief that the "cheapest" services are almost always the best "bargain" and will "save" the client the most money. Unfortunately,

(Continued on Page 22)

Florida Northwest ...

(Continued from Page 21)

these views are, in many cases, held by educated and/or influential people.

It is my earnest desire to promote a Chapter-sponsored public relations program and to encourage each individual architect to take a more active interest in civic affairs and public speaking. Locally, we need to strive constantly to provide more expert, complete and responsible services and to discourage partial and inadequate work even though it is performed for partial fees. Every step we take should be calculated to elevate the status of the architect in the community. A prime effort of our Chapter program will be directed toward improving our newspaper relations and coverage. A principal feature of my plan is to obtain from the Octagon a series of appropriate articles, to re-write them as necessary to add to local reader interest, and to induce the newspapers to run them as a public information service, telling the story of the architect and his value to the community.

I hope that this coming year will see even closer cooperation between our group and the A.G.C. We now are starting the research necessary to prepare for a "joint frontal attack" in an effort to convince city and county commissioners of the value of and need for more strict enforcement of the Adopted Building Code and related ordinances in the interest of the public health and safety.

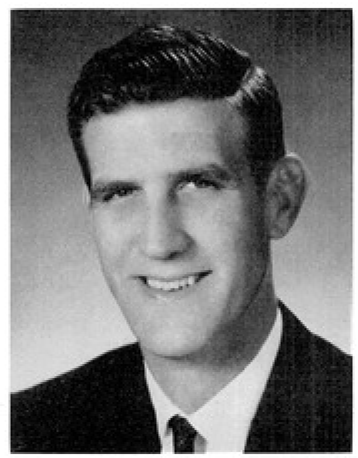
Other features of my program include research into architectural office costs per man-hour and professional fees. I hope that we will be able to come up with a minimum fee schedule this year.

Probably every incoming President has a hatful of big ideas and schemes, and I'm no exception. But my term will be a grand success if only *one* goal is achieved — that goal is to see each member of our Chapter taking a more active, dedicated interest in our affairs and doing everything in his power to advance the status of the architect to his rightful place as the "master builder" and a leader in his community.

Florida South

By C. ROBERT ABELE

President



The close of 1959 has brought forth many written words extolling the accomplishments and failures of the past decade. We, in the Florida South Chapter, are more interested in the plans for the next decade. These next ten years should see the Florida District become one of the strongest forces in the American Institute of Architects. The Florida South Chapter proposes to be a leader in this maturation.

During the "Fifties" the chapter grew from 130 to 222 corporate members. Our monthly meetings have 90 to 100 members in attendance. The annual "Craftsmen's Award" dinner was attended by over 350 members and guests. Due to such active participation, we have seen our members appointed to practically every civic board and committee in Dade County. We intend to extend this sphere of influence to every phase of community endeavor.

In addition to our work within the Institute, we plan to develop a stronger bond between all members of the construction industry. The membership stands ready and capable to assume this leadership.

The chapter has just completed one year with an executive secretary, Mrs. Norman Skeels, and we all owe her our heartfelt thanks. We also acquired, during the past year, a legal advisor and public relations counselor. The three attend our executive committee meetings and chapter meetings. They have already been of invaluable assistance, and we look forward to our first full year under this guidance.

Our 1960 program also includes—

1. Cooperation with Metropolitan-Dade County Government, particularly the Planning Commission.
2. Assisting the University of Florida in every way possible to obtain a building for the School of Architecture at Gainesville.
3. Development of our public relations throughout the State.
4. Continuing our program of bringing new and qualified men into the organization.

In addition to the above, we plan full cooperation with the Florida Association of Architects, and the other chapters throughout the State.

Florida Central

By A. WYNN HOWELL

President



It has been said that one strong man is a force and two strong men an army. Think what a powerful army there might be in the 164 members of the Florida Central Chapter! This great potential army is made up of two Fellows, 93 Corporates, 45 Associates and 24 Junior Associates. Strength herein is certainly not in numbers, but in the individual strength of each working together with the whole army.

Our Chapter covers a very large and diversified area of our great and rapidly growing State. Such an area needs and demands a diversity of talent and participation on the part of those very persons whose training and aspiration and courage fit them to stimulate and mold the hopes and aspirations of those who make up our villages, towns and cities. Not every local problem is necessarily peculiar to the entire Chapter area; but there are many common problems, opportunities and challenges. In all of our

(Continued on Page 24)

Florida Central...

(Continued on Page 23)

communities the architects must be, to best fulfill their responsibilities as professionals, men of vision, integrity and enquiry. Opportunities for seeing tasks at hand are everywhere.

Once the tasks are seen, a real and vital integrity is required for any service to be honorable and worth the time expended. Then, as we progressively fulfill our tasks, we must look ahead to seek and to learn what our greatest and noblest hopes and aspirations may be. If we can lead, rather than be led, then can the total culture be raised to greater heights. To serve and to create for today alone is not enough. The goal is not even in sight; but we must enquire—and honestly enquiring, we may find.

In our Chapter there is a wide diversity of talent and skill. May we therefore devote ourselves to the task of timeless creation rather than resort to fashion, plagiarism and trash. There is, after all, a distinction between permanent and good work and that which is purely fashionable.

Many young men in our offices often ask why they should become members of the Chapter—what good does the Institute do; what can I get out of it; why pay dues when we don't get anywhere? These men, whether they be Associates or Junior Associates, need and expect some support; they want to be challenged even as they challenge us. Let us remember for ourselves and show to those about us that it is not so much what we can *get* as what we can *give*. It may well be worth many reminders to ourselves that before we can *do*, we must *be*. If we really can be deserving of the appelation of *professional*, we may well have answered some of the younger man's questions.

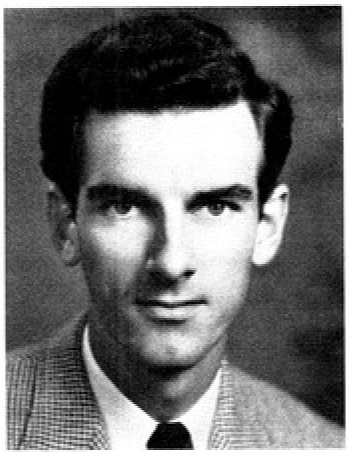
To myself and to the other 163 members of the Florida Central Chapter, I call attention to the words of the late Edward Bok's Grandmother, "*Make you the world a better place because you have lived in it.*" The question for everyone will then not be what can I get this year from my membership, but what can I contribute? For before we *get*, we must *give*; before can *do*, we must *be*!

Mid-Florida

By JAMES E. WINDHAM, III

President

The architectural profession in the Central Florida area is beset by many problems which are undoubtedly universal to the profession, but of which we seem to have more than our share—such as low public esteem, draftsmen's and designers' offices, stock plan business, fee cutters, "seal salesmen", lack of cooperation of municipalities in regard to state law enforcement, and above all a somewhat general atmosphere of apathy on the part of many—but not all—of the members of the profession to take any concrete steps toward correcting the situation. Granted a few strides have been taken in the right direction, a few injunctions obtained, etc. But in general these have been over-



shadowed by ever increasing adversity and resistance.

We are, of course, in the midst of a period of tremendous expansion and most of the offices are reasonably busy although not nearly as busy as they could, or should, be. Under these conditions it is unfortunately a human characteristic to take things as they come, ignore the problems and let the future take care of itself. Now, however, I feel is just the time for us to really pitch in and work as a unit to overcome some of these problems so that when things do slow down again we will be in a much more favorable position, particularly in regard to public relations.

We are somewhat further hampered in achieving this goal in that we have relatively few members in our Chapter; and as in any organization only a small part of these are willing to really work toward such an intangible goal as "raising the standards and standing of the profession as a whole." In view of this, it is my intention as president of our Chapter to concentrate and guide the efforts of these few during the year along the lines I feel the most progress can be made and the most good done for our profession.

Specifically, I intend to attempt to concentrate this effort under the work of the Public Relations, Office Practices, Chapter Affairs and Relations with the Construction Industries Committees of the Chapter, and to set up specific and attainable goals for each of these committees so that they will have something concrete to work with. Another area in which we hope to make progress is Chapter—F.A.A —State Board—National Organization intercommunication and coordination of effort—particularly in the field of establishing policies which can be interpreted without ambiguity or reservation and handled on a chapter level in regard to ethical practices and other related matters.

Above all, I hope that we will be able to achieve a unity of purpose among the members of our chapter so that the thinking and actions of the individual members of the Chapter will become more in terms of what is good for "us" instead of "me". This, of course, can only be accomplished through the coordinated efforts of all of the members; and results will show each member that in the long run what is best for the profession as a whole is also best for the individual.

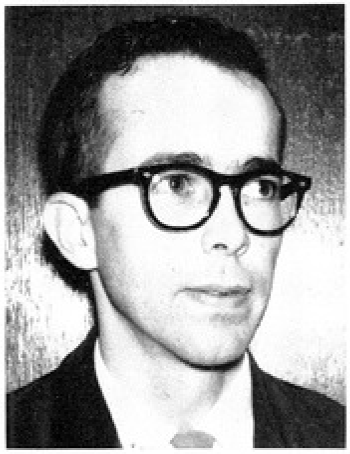
I do not, of course, expect to achieve all of this in one short year, but I do hope to be able to set the machinery in motion toward achieving this goal.


MEDALLION HOME
LIVE BETTER
ELECTRICALLY

Florida North Central

By LAWRENCE B. EVANS

President



As I look forward to 1960 and my job as President of the North Central Chapter, I am compelled to again ask myself a question which all architects have surely asked at least once in their careers. Why AIA? What is it? What does it accomplish? What are its goals? Why should I be a part of it?

I think now is the time for this Chapter to answer these questions individually and collectively and reappraise its position in the profession and the State Organization.

To quote from a brochure published by the Octagon: "*The objects of the American Institute of Architects shall be to organize and unite in fellowship the Architects of the United States for the purpose of promoting the esthetic, scientific, and practical efficiency of the profession; to advance the science and art of planning and building by advancing the standards of architectural education, training, and practice; to coordinate the building industry and the profession of Architecture to insure the advancement of the living standards of our people through their improved environment; and to make the profession of ever-increasing service to society.*"

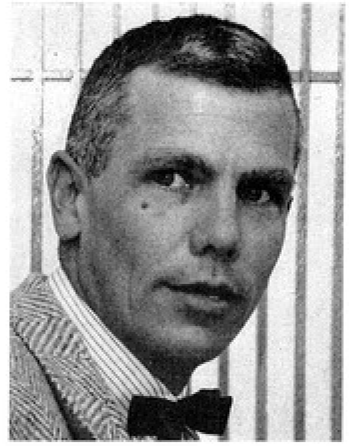
Answers to the first four questions are self evident in the above quotation; but the answer to the fifth, "*Why should I be a part of it?*" lies with each individual member.

Each of us are confronted almost daily with public apathy to good design, general ignorance as to the functions of the Architect, illegal practice and indifferent workmanship by the building trades. I am confident that we can meet and solve these problems, but only if each individual member of this Chapter is willing to assume the responsibility inherent in being a member of the American Institute of Architects.

During 1959 we had fairly good attendance at our monthly meetings. But during 1960 we shall strive to increase our membership and reach a 100% attendance at all meetings. This would be an excellent start toward our goals, but the enthusiasm and energy required for any program of activity must be generated by you, the individual member, if we are to achieve anything for the good of the profession.

Broward County

By WILLIAM F. BIGONEY, JR.
President



We plan a three-fold program for the year:

. . . *hosting the convention;*
. . . *improving the quality of our architectural services;*
. . . *closing the gap between architect and community.*

The convention will engage our continuing effort through the year. Our major activities will be planned around its theme, which is THE PARTICULAR ARCHITECTURE OF OUR CLIMATE. We will attempt to create interest in all chapters with articles relating to this subject throughout the year. We will try to get members in other chapters to present papers in *The Florida Architect* on various facets of this theme—control of light, temperature, and air.

We intend to attempt to coordinate advertisers and exhibitors at the convention in this effort — that is, to give some relation between their products and the theme. As needs of controlling climate are discovered through the presentation of the papers, we would also like to stimulate advertisers to do research on their own products.

The second endeavor, to improve the quality of members' services, will be an educational program for the architects themselves, through lectures and discussions, in areas where architects' services are not up to standard. This is particularly felt in the electrical and other mechanical areas in residential and small work, where the architect seldom employs the services of other professionals. On the jobs where an architect uses the services of electrical and mechanical engineers, also, he should have a better understanding of their practical problems of design, in order to coordinate them properly with the overall architectural approach. We plan to begin these lectures with electrical design and hope to extend them to the other fields after an expressions of needs is received from chapter members.

Closing the gap between the achitect and the community we hope to achieve by stimulating in the architect awareness of his responsibility to the community — for instance, in city planning, zoning, and building codes. The architect must aggressively offer his training towards solving any community problem that relates to the field of architecture.

U/F Joins Tile Council's Scholastic Aid Program

The College of Architecture and Fine Arts of the U/F is one of eight architectural schools which this year are participating in the Tile Council of America's scholastic aid program. Under terms of the scholastic aid program, each of the eight schools will receive from the Tile Council a sum of $2,500 yearly for three years. Of this yearly contribution, the school will either grant or lend $1500 to students selected by the faculty. It will use of $1,000 balance to help defray expenses of improving instruction in materials of construction.

The Tile Council program is administered jointly by the American Institute of Architects and the Association of Collegiate Schools of Architecture. Since it was started, in 1956, the Tile Council has assisted 27 schools of architecture. According to LEWIS PHILLIPS, chairman of the Council's architectural committee, the program will eventually include 61.

Skip chills and ills...

MOVE UP TO MODERN OIL HOME HEATING

THE FERNALDS SAY...

"Oil heating a 'must'... economical, too."

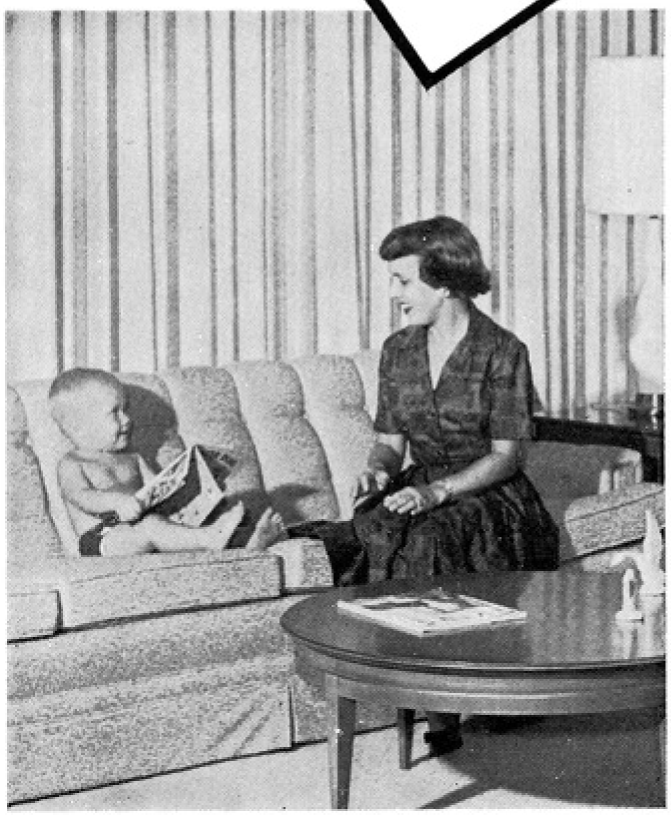
Mr. Fernald says, "Central oil heating is a 'must' in our home. It is economical, too. It's great to relax in controlled warmth instead of huddling in just one warm spot in the house."

☆ ☆ ☆

Are you still trying to get by with costly, makeshift "spot" heating in your home? It's so unnecessary. You can enjoy clean, modern oil heating and *save money*. Oil is *by far* your cheapest home heating fuel. Safest and most dependable, too. You can use oil for home heating only without paying a premium price. And you can install a compact, attractive oil heating unit now with little or NO CASH DOWN—terms to 36 months or longer.

See your oil heating dealer for home heating survey and cost estimate. It's free—no obligation.

FLORIDA HOME HEATING INSTITUTE



Mr. and Mrs. Edward A. Fernald live at 4100 14th Avenue, West Bradenton. Here young Gary Fernald and his mother enjoy the comfort of their attractive oil-heated home.

MR. ARCHITECT:

Folks all over Florida sing the praises of oil home heating in newspaper ads like this one. You won't find any resistance when you recommend safe, economical, efficient, dependable oil heating in the homes you design! If you need any information on central automatically-controlled oil heating systems we will be glad to provide it. Write or visit us at Buildorama, DuPont Plaza Center, Miami.

News & Notes

Board Names Time for 1960 Meetings

At its December 5th meeting at Gainesville the FAA Board selected the following dates and locations for its 1960 regular meetings: January 23—Fort Lauderdale area; March 26—Tallahassee area; July 23—Daytona Beach area; September 24—Tampa-Clearwater area. No specific headquarters were named by the Board, the thought being that these would be worked out in detail by the AIA Chapters which, presumably, will be acting as local hosts during the Board's visit to each area.

This schedule means the Board will meet at least five times during 1960. A meeting immediately preceding the FAA's annual convention is required by FAA By-Laws. This will be held November 9, 1960, at the Hollywood Beach Hotel which has been officially named as the site for the 1960 convention.

In another important action, the Board voted an appropriation of $2,000 for defraying expenses of an informational P/R effort to help promote development of a new building for the College of Architecture and Fine Arts. Material will be prepared under the direction of EDWARD G. GRAFTON as FAA Public Relations Committee chairman who will work with CLINTON GAMBLE as chairman of the FAA's special committee on the new building.

New FAA Stationery

After the New Year, the FAA will sport new stationery—and each FAA member will carry a membership card—designed by a student of the U/F College of Architecture and Fine Arts. A sketch problem for both letterhead and membership card was held December 4; and results were judged by the entire FAA Board of Directors acting as a competition jury Saturday noon, December 5. Selections were made by the numerical voting system; and the first prize went to KENNETH STANTON, the second to DAVID SHOUSE. Stanton's designs are now being processed for FAA use.

The student competition involved a first prize award of 25 and a second award of $15.

New Office Address for The Florida Architect

As of January 1, 1960, the FAA's Official Journal, *The Florida Architect*, will have a new address to which all correspondence should be sent. It will be 7225 S.W. 82nd Court, Miami 43, Florida. Telephone number of the new office will be MOhawk 5-5032. Mail will, of course, be forwarded from the old address; but the new address should be used from now on for all communications relative to editorial material, advertising and circulation matters, the latter including changes of addresses of those receiving the publication.

The magazine's new publishing headquarters was established as a result of the FAA's action relating to its continued publication taken at the FAA Board meeting held at Gainesville, December 5, 1959. At that time it was unanimously voted that all publishing operations would be conducted by the FAA's former Executive Director, ROGER W. SHERMAN, AIA, as an activity separate from that of the FAA's administrative office. As editor-publisher, Sherman will work with an FAA Publication Committee, chairmanned by CLINTON GAMBLE, Fort Lauderdale, and including ROY M. POOLEY, JR., Jacksonville, ROBERT H. LEVISON, Clearwater, HUGH J. LEITCH, Pensacola, and WILLIAM A. STEWART, Gainesville.

The FAA's administrative office will continue operations at 414F Dupont Plaza Center, Miami 32. Currently, office affairs will be in charge of the FAA's Administrative Secretary. The office phone number is FRanklin 1-8253.

CORRECTION

On page 20 of the December, 1959, issue of The Florida Architect, the address and phone number of the Bradenton Stone Co. were incorrect. We are glad to print the correct ones here: P. O. Box 256; Phone 4-1044. We are sorry indeed for any inconvenience this error may have caused.

Tile Design Award ...

(Continued from Page 6)

This design-award program of the TCAA was initiated to encourage wider and more imaginative employment of tile in architectural design. The award is given annually to an architect resident in the state selected as the site of the TCAA's annual convention. This year's program is being developed jointly by an award committee of the TCAA and a committee from the FAA which includes Robert E. Boardman, W. Mayberry Lee and Taylor Hardwick, all of the Jacksonville Chapter. This committee will also act as the jury screening all competition entries. The final jury will include architects Boardman and Lee in addition to the president of the TCAA.

As now planned, the presentation program will include a special feature for architects during the afternoon of May 11 culminating in a cocktail party from 4:00 to 5:00 to which, presumably, architects are invited. The TCAA convention headquarters will be in Jacksonville's Robert Meyer Hotel.

ADVERTISERS' INDEX

United Effort Can Reach The Goal

In just sixteen months the 1961 Florida State Legislature will convene in Tallahassee. During its sixty-day session, Appropriations Committees of both legislative houses will list all expenditures planned for the ensuing biennium. Legislators will vote on this listing; and when the 1961 Appropriations Bill has been passed, the State of Florida will have a rigid budget for disbursing its income until a new Appropriations Bill is fashioned and passed in 1963.

So the hour is late. To members of Florida's construction industry it is later than most think. Right now projects are being planned for inclusion in the 1961 appropriations schedule. If funds for the vitally needed building for the U/F College of Architecture and Fine Arts are to be included, action toward that end must be started *now*. And efforts toward that end must be vigorous, all-inclusive and unremitting — until Florida's new Governor finally signs the Appropriations Bill into law.

The urgent necessity for this building has been clearly evident for many, many years. But fulfillment of the need has been repeatedly passed over. This must not happen again. Legislators must be made to realize the vital urgency involved. They must be made to realize the alternative if they fail to act upon this urgency. And it is up to every element of the construction industry to see that this is accomplished — and that *adequate*, not merely minimum, funds are appropriated for use at the earliest possible time.

Here are some of the facts legislators should know:

1 . . . Since 1949 — ten years — the College has been housed in temporary wooden shacks scattered about the campus —shacks which are now in a disgraceful state of disrepair, and deterioration.

2 . . . The College of Architecture and Fine Arts ranks high among major centers of education in the art and science of construction. Yet it is the only major unit of the University of Florida which has been subjected to a complete and callous neglect of its instructional facilities.

3 . . . Because of its shamefully inadequate quarters, the College is in real danger of losing approval by the National Architectural Accrediting Board. If this should happen — and it may well take place in 1961 if the near-future does not forecast betterment of existing conditions — educational standards and opportunities in Florida would suffer a disgraceful and embarassing setback.

4 . . . Appropriation was made by the 1957 Legislature; but no construction funds were released during the biennium. In 1959 the appropriation was rejected even though the needed buildings had been accorded a top priority by the University. However, some planning funds have since been allocated by the Board of Control. Plans are now nearing completion.

5 . . . The building has been visioned as caring for the educational needs of every segment of Florida's construction industry. Not only the architectural profession will be served; but instructional departments will also include facilities for the interior design and landscape architecture professions as well as those for the technical training of students slated for the fields of general contracting and home building. Thus, every phase of our State's huge and growing industry has a stake in the early development of this project.

Because this is all true, every individual who earns his living and sees his future in Florida's building has a direct concern with the realization of this project. Combined, the various elements of construction in our State bulk up to a grouping and a dollar-volume that are now as great as any other segment of Florida's economy — not excepting tourism or agriculture.

So, from every important viewpoint — educationally, regionally, economically and even politically — Florida's legislators have good reason to close ranks and insist that Appropriations Committees include, in 1961 Bills, non-revokable recommendations for funds covering a construction industries building for the U/F campus.

The only question relative to such recommendations is the overall amount of the appropriation now required.

This should be set at a minimum of $2,500,000. This is a million more than was sought from the 1955 and 1957 Legislatures. The former sum of $1.5-million had been determined on a basis that visioned a progressive building program. Since then building costs have risen. So have instructional needs of the College. Present studies indicate that the former sum requested would provide a net usable area of only 56,000 sq. ft. and would force continued use of three existing temporary buildings. The larger sum would care for the increased cost factor; and it would also provide about 91,000 sq. ft. of net usable area now needed to avoid continued use of the temporary shacks now housing college activities.

This is the goal. Helping to reach it is the duty and the high privilege of every member of Florida's construction industry — be he architect, contractor, home builder, material supplier, equipment manufacturer, financier or building owner. —— Roger W. Sherman, AIA.

ROBCO $\frac{3}{8}$ VITRINEER ©

- We have been appointed distributors for a product which we believe offers very wide possibilities for creative new design. It is called VitriNeer — an architectural ceramic veneer manufactured by The Robinson Brick and Tile Company of Denver, Colorado.

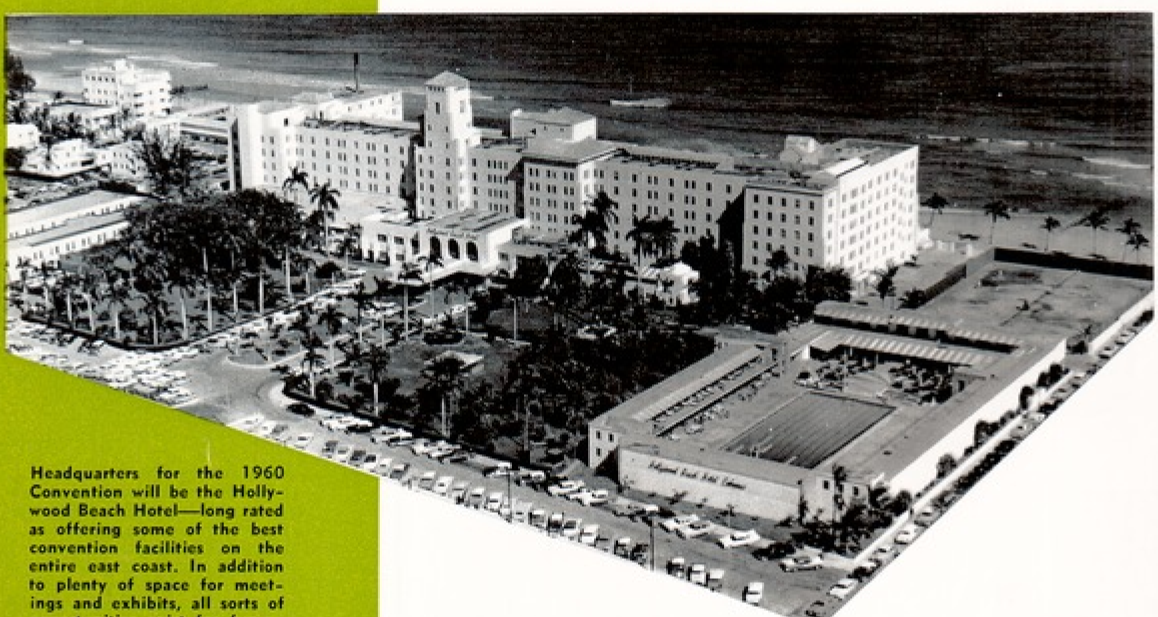
- VitriNeer units are made of dense, high-fired ceramic clay, face-glazed in fourteen matt-surface, non-fading colors. Units measure 12 by 16 inches, with a uniform thickness of three-eighths of an inch. They are light in weight, strong, permanent and easy to install.

- Samples of VitriNeer colors and texture are easily available to you. A new, fully informative data folder for your design-specification file is now in preparation.

DUNAN BRICK

FAA

. . . The first Convention of the new decade — which some are already calling "The Sizzling Sixties" — will be at Hollywood in November. The Broward County Chapter will be the host; and members are already at work developing the theme "Architecture for Our Climate" into a program which promises to be both provocative and unusual. . . . It's not too early to plan for the 1960 FAA Convention right now. There's a good chance you'll be invited to participate as well as to attend . . .



Headquarters for the 1960 Convention will be the Hollywood Beach Hotel—long rated as offering some of the best convention facilities on the entire east coast. In addition to plenty of space for meetings and exhibits, all sorts of opportunities exist for fun.

46th ANNUAL FAA CONVENTION

NOVEMBER 10, 11, 12, 1960 — HOLLYWOOD BEACH HOTEL — HOLLYWOOD